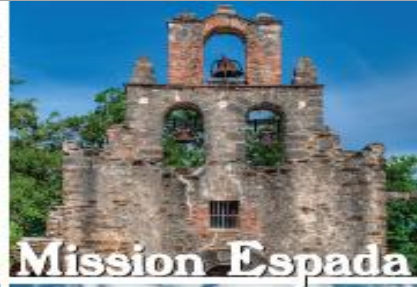
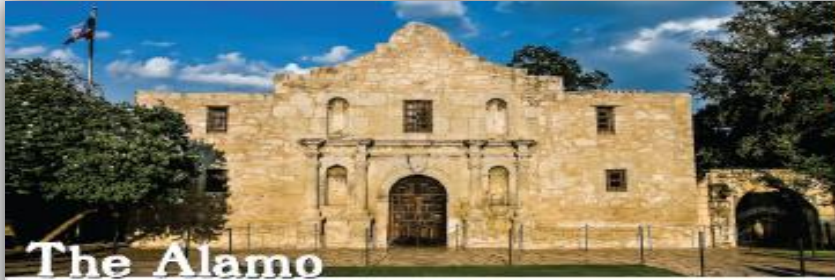


# Office of World Heritage



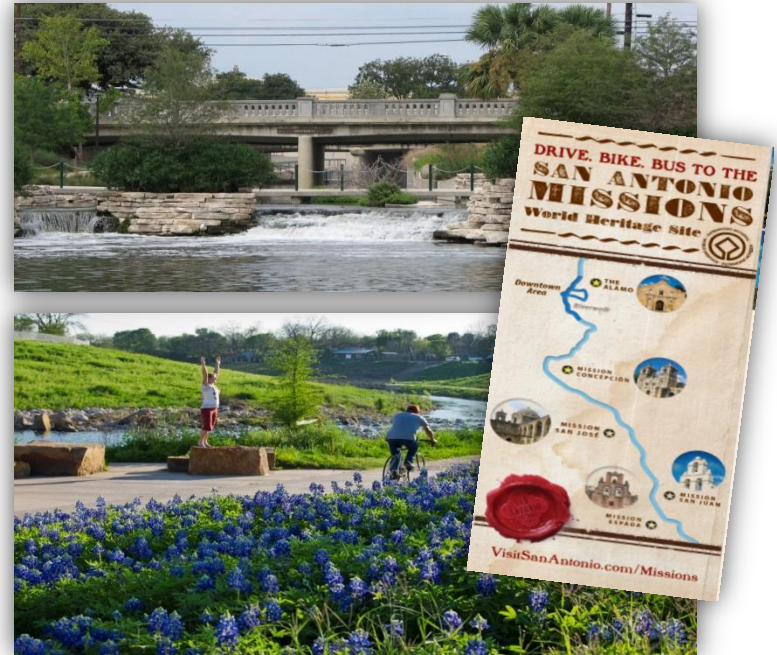
City Council Budget Goal Setting Session  
June 8, 2016

# World Heritage Background



# World Heritage Work Plan

- FY 2016 Budget
  - Beautification Assessment
  - Market Assessment
  - Development of Mobile Website
  - Land Use Amendments
  - Branding Banners
  - Marketing Materials



# Office of World Heritage FY 2017 Budget

\$500,000 World Heritage Incentive Fund

\$1,000,000 Signage & Wayfinding

\$955,741 World Heritage Staff & Operations

\$149,022 Programming

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**\$2,604,763 Total FY 2017 Budget**



# World Heritage Next Steps

- Develop the World Heritage Incentive Fund and Policy to:
  - Preserve legacy businesses
  - Facilitate small business development
  - Incent development that supports cultural tourism within the World Heritage Buffer Zone



# World Heritage Next Steps

- Fund existing signage package
- Brand major routes as the World Heritage Trail
- Provide updated and consistent wayfinding for residents and visitors.



# World Heritage Next Steps

- Create staff complement to support the World Heritage Director and to implement the World Heritage Work Plan.
  - Redirect two positions from Center City Development & Operations
  - Request 1 new position





# World Heritage Next Steps

- Continue and enhance the events and programming at Mission Marquee and Spanish Governor's Palace.





# World Heritage Next Steps

- Additional budget requests for the World Heritage Buffer Area will be included with the:
  - FY 2017 IMP
  - 2017 Bond

